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# RHEIN83 USA

Rhein83 srl, located in Bologna Italy, continues to achieve comfortable growth projections internationally. "Mainly due to ongoing product development, and expanding markets, with increased technical support to our clients in what seems to be the dental industry's most exciting period," according to Claudia Nardi, President/CEO.

Since 1983, the company's centerline philosophy has been to design and manufacture castable spherical attachments with a connecting nylon female component being processed into the removable prosthetic device.

Mr. Ezio Nardi, founder of the company, pioneered this simple concept of ball and cap connectors. Over the past 30 years, this technology is the proven standard for RPD's and overdenture prosthetic design, improving superior oral health, functionality, esthetics and patient comfort. Today, Rhein83 is recognized worldwide for its technical expertise in spherical dental attachments, super structure frame designs, and direct implant abutments.

## Smart Products with Purpose

This year, Rhein83 has brought to market several new high quality products for the dentist and dental laboratory with primary focus centered on implantology, under the direction of Gianni Storni, VP Technology.

Mr. Storni and his technical group have a clear approach. "Does it make sense, will the product offer a solution for the dental team's daily challenges, and be a cost effective treat-



**Gianni Storni, VP Technology (left)**  
**Joe Tambasco, Director, Rhein83 USA (right)**

ment plan." This fundamental ideology goes into every new design concept for product development and manufacturing, and is most essential for Rhein83.

The new OT Equator 3 in 1 attachment system, introduced at the 2009 Rome Expo, is an example of this engineering distinction. By vertically reducing the classic OT Cap 2.5 mm sphere to its "equator," the low profile elastic caps use only the bottom half of the sphere, achieving equal functionality and retentive values as its predecessor.

OT Equator line offers the lowest profile and has the least overall displacement of any attachment system on the market, giving the dentist and technician superior case design options for esthetics and function, especially where space is limited.

## Experienced Team Approach

Strong factors that contribute to the continued success of Rhein83 srl and Rhein83 USA are having extremely knowledgeable "live"

customer service and technical support team personal. Even in today's high-tech society of clicks and voice prompts, consumers still prefer to speak with a friendly voice that can assist them quickly with accurate information.

Fielding customer phone calls can be as easy as taking an order for replacement caps or as complex as having to provide viable clinical solutions for a multifaceted inherited old case, with divergent implants having little or no information regarding the fixtures, and everything in between.

## Rhein83 USA Newest Partner Expansion

Rhein83 USA continues a positive trend under direction from its newest partner, Joe Tambasco. With more than 30 years of entrepreneurial experience in the dental laboratory industry, Mr. Tambasco is presently Director of North America for the company and oversees daily operations. This summer he accepted the responsibility of partnership in Rhein83 USA from Claudia Nardi in meetings held in

Bologna, Italy. Together, Mr. Tambasco and Mr. Storni have made marked advancements in the Rhein83 USA organization located in New Rochelle, New York.

"Several steps have been implemented in 2010 to create distinctive value that capture and sustain the market's attention. Enhancing product and technical service awareness to the dentist and laboratory will be our primary focus."

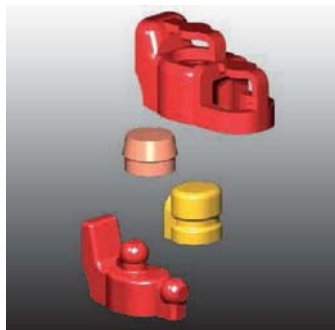
The company has increased its staff of contributing writers and clinicians, which will publish technical articles in dental journals and use the power of the Internet via links into dental industry social networks, supporting this awareness. The schedule for 2011 seminar and practical courses for the dentist and technician will be announced shortly. In addition Rhein83 USA has an improved website design featuring easy navigation and instructional video segments for its most popular attachment systems. New OT Equator marketing support brochures are now available for dental laboratories to cross market the laboratory with the dentist.

**RHEIN83USA**

914-235-0096

[www.rhein83usa.com](http://www.rhein83usa.com)

## FEATURED PRODUCTS



### OT Unilateral

With its double sphere features, this system is indicated for economical unilateral case planning, with simple one step casting and no milling necessary. It also can be placed when additional lateral stability and controlled distal resiliency is required.



### OT Equator Implants

Measuring 2.1mm vertical height and 4.4mm overall width, Equator has the lowest profile with the least overall dimensions of any direct implant overdenture attachment system. Compatible with any implant brand, it is available in cuff heights from 1mm to 7mm.



### OT Equator Castable

Cost effective and easy to fabricate, this attachment offers the lowest profile of any castable. It is used for root retained or cast bar connections. Stainless steel housings and a wide range of retention caps are available.



### OT Equator Bar

With its standard 2mm threaded base this attachment can be screwed directly into CAD/CAM generated placement sites, or bonded with the optional sleeve into overdenture bar castings.